



Beam Technologies Inc. Privacy Policy

Introduction

Beam Technologies Inc. and its subsidiaries (“Beam”, “we” or “us”) respects the privacy of all visitors to its websites and mobile applications and has adopted this Privacy Policy to inform you of how we collect, use, share and protect any personal information that Beam may collect through its websites and/or mobile applications.

Beam functions as a Business Associate to Covered Entity partners (i.e. health plans) and maintains Business Associate Agreements (BAAs) with those entities as required by the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”) and the Health Information Technology for Economic and Clinical Health Act of 2009 (“HITECH”), as amended.

PLEASE READ THIS PRIVACY POLICY CAREFULLY. It explains how Beam collects information about you and how this information is then used or disclosed. We may update this Privacy Policy from time to time by posting the updated terms on Beam websites. You are responsible for periodically reading our Privacy Policy statement.

By using Beam websites and/or mobile applications, you acknowledge that you have read this Privacy Policy statement in its entirety and consent to our privacy practices as described herein, which includes our use and disclosure of personal information for the purposes described below. You further affirm your consent by becoming a registered member or submitting personal information to or through Beam websites or mobile applications.

IF YOU DO NOT WISH TO CONSENT TO OUR PRIVACY PRACTICES AS DESCRIBED IN THIS PRIVACY POLICY, PLEASE DO NOT USE OR ACCESS BEAM WEBSITES OR MOBILE APPLICATIONS.

A hard copy of this Privacy Policy can be made available to you upon request.

Scope

This Privacy Policy applies only to information collected from visitors to Beam websites or mobile applications. Beam’s business partners, subcontractors, and other third parties have their own websites and are bound by their own privacy practices. Beam encourages you to read the privacy notices of all websites you visit to understand their privacy practices and your options. Beam has no responsibility for outside websites, products, or content that may be linked in some manner to Beam property.

Beam provides a website, a mobile-enabled website, and a mobile application:

- “www.beam.dental,” “app.beam.dental,” “perks.beam.dental,” “shop.beam.dental,” and all subdomains (the “Websites”); and
- “Beam” for the Android platform and “Beam Dental” for the iOS platform (collectively the “App”).

The Websites and the App allow our members and other users to view health-related information, communicate with our staff, arrange for clinical and health plan services, and access other additional services.

Information Collected

Personal information that Beam may collect includes, but is not limited to:

- Identifiers (such as name, address, email address, phone number, Social Security Number, account username and password, or other similar identifiers);
- Financial, medical, or health insurance information (such as bank account information, information provided on a health insurance enrollment applicable, or credit card information);
- Demographics (such as age, date of birth, gender, marital status or zip code) ;
- Device information (such as duration and frequency of brushing your teeth, the type of device you are using, or the operating system of your device);
- Internet or other electronic network activity information (such as information on your interaction with Beam’s website or application, or how you use your Beam account);
- Visual information (such as the image you provide for your Beam profile);
- Professional or employment-related information (such as information provided by your HR administrator);
- Survey information (such as survey results, or social media data); and
- Other information you submit (such as requests or communications you submit to us, including emails, or ratings).

Beam may receive personal information about you from the following sources:

- *Information You Provide.* We may collect personal information when you register for a Beam account, use our Websites or App, use the Beam toothbrush, or if you correspond with us directly. We may also collect additional information you provide to us about your company or employer, your family, and your benefits, which we will consider to be personal information if it is linked to your identifying information. We may combine this information with data we collect from you through other methods, such as telephone conversations or electronic document exchange services, including your social security number, bank account number and other financial information.
- *Information from Third Parties.* We may collect information about you from third parties, such as your employer or HR administrator.

How the Information is Used

Beam may use the information collected to analyze web traffic and customer traffic for purposes of tailoring and improving services and support. Beam may also use the information collected to provide and maintain services or to improve, personalize and develop the services Beam offers. Specifically, Beam may use the information collected to troubleshoot and protect against errors, perform data analysis and testing, conduct internal research and surveys, and develop new features and services.

Personal information that is submitted to Beam on a voluntary basis, such as providing an email address on our Websites or App, contacting us (privacy@beam.dental), making an inquiry on the Websites or App, or responding to a survey query, will primarily be used to respond directly to you as a service tool. Beam may also use this information to disseminate information about Beam products or services, but you have the right to opt-out of receiving this type of information at any time. Beam will not contact you outside of these parameters unless related to a purchase.

If you purchase a product or service from our Websites or App, we may ask for your credit card number or other account information. We do not give out your credit card or other account information to third parties unless you authorize us to do so or if it is necessary to fulfill our responsibilities, including, but not limited to, delivering a product or service you order.

Any feedback provided to Beam may be used for any purpose, but Beam will not attribute the feedback to you personally in any way.

You always have the option to opt-out of promotional communications from Beam.

How the Information is Shared

Beam does not sell personal information to third parties. However, Beam reserves the right to use and disclose personal information to third parties for internal business analysis. These third parties are required to use only the information needed to provide their services and are bound by non-disclosure and/or business associate agreements.

Beam may verify the information provided to the Websites or App through third parties. In the course of such verification, we may receive additional personal information about you from such services. In particular, if you use a credit card or debit card to purchase services with us, we may use card authorization and fraud screening services to verify that your card information and address match the information you supplied to us, and that the card has not been reported as lost or stolen.

Beam may also disclose information in the following situations:

- As required by law, such as to comply with a subpoena or court order;
- To protect the rights or property of Beam, to investigate fraud, to protect your health and safety or to protect the health and safety of others, or to respond to a government request;
- If Beam is acquired by another company, creates a joint venture, or sells or licenses its rights to related products or technologies guided by this document;
- To Beam affiliated companies and subsidiaries for marketing purposes;
- To any other third party with prior consent

Tracking Technologies Used

Beam uses tracking technologies to collect information. These tracking technologies include:

- *Internet Protocol (IP) Address.* Your “IP address” is a number that lets computers attached to the Internet know where to send you data, such as the screens and pages of the Websites that you view. We use this information to deliver our screens and pages to you upon request, to tailor the Websites to the interests of you and our other visitors, and to measure traffic to and within the Websites using session cookies;
- *Cookies.* We use cookies and similar technologies for a variety of purposes to enhance your online experience and information about our services, for example by remembering your log-in status, your preferred content types, etc. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use the Websites, but your ability to use some features or areas of the Websites may be limited.
- *Demographic Information.* Based on the geolocation data you submit to us, such as zip code or your IP address, we may extrapolate demographic characteristics about you. This data is not unique to you but refers to selected population characteristics and may include, age, preferences, gender, race or ethnicity, occupation, career history, interests, and favorites.
- *Click-through URL.* In some of our email messages we use a click-through URL linked to content on the Websites. When visitors click one of these URLs, they pass through our web server before arriving at the destination web page. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our communications. If you prefer

to avoid this type of tracking, avoid clicking text or graphic links on the Websites or in emails related to the Websites. Alternatively, you can opt-out of receiving emails.

- *Web Beacons.* A web beacon, or clear gif, is an object embedded in a web page or email, which invisibly allows checking that a user has accessed the content. Beam uses web beacons to engage in remarketing to sites such as Facebook and Google.
- To learn more about cookies, web beacons/clear gifs and related technologies and how you may opt-out of some of this tracking, you may wish to visit <http://www.allaboutcookies.org> and/or the Network Advertising Initiative's online resources, at <http://www.networkadvertising.org>.

Data Storage

Beam uses cloud-based, third-party providers with high security and privacy standards that are HIPAA-compliant. If you have any further questions about how Beam stores your data, we would be happy to answer your questions at privacy@beam.dental.

We will retain your information for as long as your account is active or as needed to provide you services. Further, we will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. If you wish to change or correct your data, log in to your account (<https://app.beam.dental>), and click the Edit button.

Your Data, Your Choice

You may view and modify your personal information through your account settings on your online or in-app account. You may not be able to modify or delete your information in all circumstances, as federal and state law may require that we maintain certain types of information for a set period of time. For instance, if you have a standing credit or debt on your account, or if we believe you have committed fraud or violated our Terms or Privacy Policy, we may seek to resolve the issue before deleting your information. Additionally, you may not be able to delete or modify certain information that your employer requires we maintain.

If you wish to view or modify your information, please email us at privacy@beam.dental.

Access Rights

Beam will comply with any of your reasonable requests regarding access, correction, and/or deletion of the personal data it stores in accordance with applicable law.

Remarketing

Beam engages in remarketing on third party sites such as Facebook, LinkedIn, and Google (together, the "Remarketing Sites"). Remarketing allows Beam to show you advertisements after you have previously visited our Websites. Upon visiting our Websites, these Remarketing Sites may collect your IP address, which page you are visiting on Beam websites, and may enable cookies. That information is then used to provide measurement services and target ads on the Remarketing Sites. If you visit any of these Remarketing Websites, our Privacy Notice is no longer in effect. We encourage you to read the privacy notice of each website you visit.

Beam will not use your Personal Information to:

- Remarket to you through the Remarketing Sites;
- Associate with remarketing lists, cookies, data feeds, or other anonymous identifiers;
- Use or associate targeting information, such as demographics or location, with any Contact

- Information collected from the ad or its landing page;
- Share any personal information with the Remarketing Sites through Beam's remarketing tag or any product data feeds that might be associated with Beam's ads; or
- Send the Remarketing Sites precise location information without obtaining your consent

Opt-Out

Beam may from time to time send electronic communications to you in the form of newsletters and other communications, such as marketing and remarketing. We may also send email communications regarding topics such as general dental health benefits, updates to the Websites, dental health conditions, and general dental health topics. We will offer appropriate consent mechanisms within the specific email communication, such as opt-out/unsubscribe, for marketing and certain other communications, or you can contact us as described below.

At certain locations on the Websites where we request information about the user, the Websites and App provide users the opportunity to opt-out of receiving communications from us.

If you would like to opt out of receiving ads from the Remarketing Sites, visit <http://www.aboutads.info/choices/>.

Please be aware that opting out of marketing or other communications will not apply to certain communications such as account status, Websites or App updates, or Websites or App functionality communications.

Purchasing

Personal Information is collected when it is needed to process payment and shipping for a sale of product(s). To make a purchase on or through our Website, we will ask you for:

- Your credit card number;
- Your billing address; and
- Other card, account, and authentication information, as well as billing, shipping and contact details.

We may use such information to fulfill your purchase.

You agree that Beam does not need further consent before it immediately invoices your credit card for your activities on the Website that require payment. Beam may use third party processing companies for payment purposes, and they may collect and store only your personal information necessary to process payments. When you purchase any of the Beam products, you may be subject to terms and conditions of the sale, or the licenses under which you have a right to use any software embedded in the products. Please be sure to read any applicable terms and conditions.

Email and Text

Beam uses a third party vendor to help us manage some of our email and text messaging communications. While we do supply these vendors with email addresses or mobile telephone numbers of those we wish them to contact, your email address or mobile telephone number is never used for any purpose other than to communicate with you on our behalf.

Security

Beam takes reasonable steps to protect the security of your information, including using appropriate physical, technical, and administrative safeguards. Beam will take reasonable efforts to protect personal information stored on our Websites or App from unauthorized access using commercially available computer security products (such as firewalls) as well as carefully developed security procedures and practices.

However, Beam cannot fully eliminate all security and privacy risks associated with your personal information; YOU TRANSMIT SUCH INFORMATION AT YOUR OWN RISK.

If we learn of a breach of our security system or processes, we may attempt to notify you electronically so that you can take appropriate protective steps. By using the Websites or App, or by providing personal information to us through it, you agree that we can communicate with you electronically regarding security, privacy, and administrative issues relating to your use of our Websites and/or App. In the event of a breach, we may post a notice on the Websites or send you an email at the email address you provided.

You should take every internal measure at your disposal to protect Personal Information online. You can help us protect information about you by:

- Using only secure web browsers;
- Employing common anti-virus and anti-malware tools on your system to keep it safe;
- Carefully logging out after using the Websites or closing the App; and/or
- Choosing a strong password for your account and keeping it secure.

Beam App Privacy Statement

Beam has developed the App that you may download to your mobile device. When you download the App there will be an opportunity for you to provide us with, or for us to obtain, information about you such as contact information, preferences, photographs, your device camera and other identifying information. The App may also collect location information and other demographic data, as well as cellular data.

Information obtained through the App will be used in accordance with this Privacy Policy. You can stop all collection of information by signing out of and uninstalling the App. You may use the standard uninstall processes available as part of your mobile device's operating system. You may at any time opt-out from allowing us to have access to your approximate location (GPS data) by adjusting the permissions in your mobile device or browser.

Health Insurance Portability and Accountability Act (HIPAA)

Beam has implemented programs to address the privacy and security requirements found in HIPAA. Under HIPAA, Beam, as a business associate to certain covered entities, is required to provide or make available to you a Notice of Privacy Practices, depending on your interaction with the covered entity. A Notice of Privacy Practices will be provided or made available to you, and can be found on our website at <https://beam.dental/>. The Notice of Privacy Practices is separate from the practices described in this Privacy Policy.

California Residents

For state specific privacy rights applicable to California residents, please visit Beam's website at <https://beam.dental/> and review the CCPA Privacy Notice for California Residents.

Children's Privacy

Please note that we do not intentionally gather personal information about visitors who are under the age of 13. By submitting personal information to our websites or mobile applications, you represent that you are over the age of 13.

Contact

If you have questions or concerns relating to this Privacy Policy, contact Beam at privacy@beam.dental.

Effective Date:

Last Updated: July 7, 2020